Roll No.

Total No. of Questions : 09

Total No. of Pages : 02

BBA (Sem.–3)

ORGANIZATIONAL BEHAVIOUR

Subject Code : BBA301-18

M.Code : 76655

Date of Examination : 23-12-2023

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTIONS-B consists of FOUR Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Student has to attempt any ONE question from each Sub-section.

SECTION-A

1. **Answer briefly :**

   a) Challenges for organizational behaviour

   b) Social learning theory

   c) Role of perception in decision making

   d) Perceptual errors

   e) Personality traits

   f) Types of teams

   g) Managerial grid

   h) Group cohesiveness

   i) Sources of conflict

   j) Types of organizational culture.

SECTION-B

UNIT-I

2. Define organization behaviour. What are the major factors that influence individual behaviour.

3. What do you understand by learning? Explain the classical conditioning and operant conditioning theories of learning with suitable examples.

UNIT-II

4. Explain the features of attitudes. What are its components? How is attitude formed?

5. What is positive and negative motivation? Explain Maslow's need hierarchy theory and McGregor's X & Y theory in detail.

UNIT-III

6. What are different types of groups? Explain the steps involved in the stages of group formation with suitable examples.

7. What are the styles of leadership? Briefly discuss different theories of leadership.

UNIT-IV

8. Explain the process of conflict management in an organization.

9. *"Coping strategies for job stress exist at both the individual and the organizational levels."* Summarize and evaluate these strategies for preventing or effectively managing stress.

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Roll No. [ ]

Total No. of Questions : 09

Total No. of Pages : 02

BBA/BBA (EM) (Sem.–3)

MARKETING MANAGEMENT

Subject Code : BBA302-18

M.Code : 76656

Date of Examination : 21-12-2023

Time : 3 Hrs. **Max. Marks : 60**

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B consists of FOUR Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Student has to attempt any ONE question from each Sub-section.

SECTION-A

1. **Write short notes on the following :**

   a) Difference between Customer Needs and Wants

   b) Macro Environment

   c) Mass Marketing

   d) Positioning of Product

   e) Packaging Decisions

   f) Product Life Cycle

   g) Cost Based Pricing

   h) Retaining

   i) Integrating Marketing Communications

   j) Disadvantages of Personal Selling.

SECTION B

UNIT-I

2. "*Marketing is the Social Process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others.*" Discuss.

3. What are the forces affecting marketing in Micro Environment? Discuss the importance of Micro Environment.

UNIT-II

4. What are the alternative strategies applied to various market segments?

5. Discuss the various factors affecting Marketing Mix. Discuss the 4 Ps of Products.

UNIT-III

6. In what way the New Product Development is managed? Explain the concept of 'Test Marketing' in New Product process.

7. "*Price is the only element in the Marketing Mix that produces revenue*". Do you agree with the statement? Comment.

UNIT-IV

8. What are the various Channels of Distribution? Discuss the various factors that affects the Distribution Decisions.

9. Discuss the various components of Promotion Mix along with its advantages and disadvantages.

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Roll No.

Total No. of Questions : 09

Total No. of Pages : 02

BBA (Sem.–3)
IT TOOLS FOR BUSINESS
Subject Code : BBA-SEC-301-18

M.Code : 76659

Date of Examination : 18-12-2023

Time : 3 Hrs. Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B consists of FOUR Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Student has to attempt any ONE question from each Sub-section.

SECTION-A

1. **Write briefly :**

a) Why is information necessary for managers?

b) What is a hexadecimal number system?

c) What is firmware?

d) What is a Directory Windows operating system?

e) What is a high-level language?

f) What are Outdents in MS Word?

g) What is a Slide Sorter View in MS-Powerpoint?

h) What are special symbols in MS Word?

i) What is the function of cell editing in MS Excel?

j) What are the different components of MS-Excel history?

SECTION-B

UNIT-I

2. Discuss the applications of computers in different management fields in the present era. Explain by citing examples.

3. **Write notes on :**

a) Difference between Mainframe and Supercomputers.

b) Difference between decimal and octal number systems.

UNIT-II

4. What are the limitations of low-level languages? Also, explain how high-level languages can overcome these limitations.

5. **Write notes on :**

a) Applications of secondary memory.

b) Benefits of using Windows as an operating system.

UNIT-III

6. **Write notes on :**

a) Different formatting commands in MS Word

b) Application of Paragraphs and Sections in MS-Word

7. **Write notes on :**

a) Process of creating and saving presentations on MS-Powerpoint.

b) Why do managers need the application of MS-PowerPoint for business presentations?

UNIT-IV

8. Give reasons for justifying that MS-Excel is one the best possible tools to analyze data. Explain by citing examples.

9. **Write notes on :**

a) Application of graphs and charts in MS-Excel.

b) Important Statistical functions in MS-Excel and its applications.

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Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

BBA (Sem.–3)

PRODUCTION AND OPERATION MANAGEMENT

Subject Code : BBAGE-301-18

M.Code : 76658

Date of Examination : 15-12-2023

Time : 3 Hrs. **Max. Marks : 60**

INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.**
2. **SECTIONS-B consists of FOUR Sub-sections : Units-I, II, III & IV.**
3. **Each Sub-section contains TWO questions each, carrying TEN marks each.**
4. **Student has to attempt any ONE question from each Sub-section.**

SECTION-A

1. Write briefly :

a) Production Management

b) Job Production

c) Mass Production

d) Objectives of facility layout

e) Importance of facility location

f) Kanban system

g) Just in Time inventory

h) Stock control system

i) Quality control

j) Acceptance sampling.

SECTION-B

UNIT-I

2. Explain the various techniques of product development. Also explain the process to develop a product taking a suitable example from any industry.

3. What are the functions of operations management? Explain the classification of decision areas of production and operations management.

UNIT-II

4. What do you understand by the term capacity planning? Explain the factors affecting the capacity planning and capacity planning decisions.

5. What is Production Planning and Control (PPC)? What are its objectives and functions?

UNIT-III

6. Explain the concept of purchasing management. What are its functions and procedure?

7. What is Total Quality Management (TQM)? Explain its process and costs involved with Total Quality Management.

UNIT-IV

8. Explain the various models of inventory management. What is the role of inventory costs in implementing these models?

9. What do you mean by statistical process control? What are statistical methods to check and control quality of products?

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.

Roll No. [ ] Total No. of Pages : 03

Total No. of Questions : 09

BBA (Sem.–3)
COST & MANAGEMENT ACCOUNTING
Subject Code : BBA303-18

M.Code : 76657

Date of Examination : 13-12-2023

Time : 3 Hrs. Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTIONS-B consists of FOUR Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Student has to attempt any ONE question from each Sub-section.

SECTION-A

1. Write short notes on the following :

a) Cost Reduction

b) Quick Ratio

c) DuPont Analysis

d) Master Budget

e) Labour Efficiency Variance

f) Calendar (Overhead) Variance

g) Flexible Budgets

h) Margin of Safety

i) Break Even Analysis

j) Cash Budget.

SECTION-B

UNIT-I

2. What do you mean by management accounting? Differentiate between cost accounting and management accounting?

3. Explain different types of Liquidity Ratios. From the following information regarding current assets and current liabilities of Sun Ltd, Comment upon the liquidity of the concern by computing current ratio, quick ratio and absolute liquid ratio.

Current Liabilities	Amount (Rs.)	Current Assets	Amount(Rs.)
Creditors	27,000	Cash	42,000
Bills Payable	12,000	Debtors	20,000
Outstanding expenses	5,000	Bills receivable	15,000
Provision for tax	18,000	Stock	35,000
Bank overdraft	10,000	Investment in Government securities	24,000
		Prepaid expenses	10,000
		Interest receivable	1,000
Total	72,000	Total	1,47,000

UNIT-II

4. What do you mean by analysis of financial statements? Explain any 3 tools of financial analysis in detail.

5. What are the different types of material variances?

From the following information, calculate different types of material variances:

The standard material required for production is 5,200 kg. A price of 2 per kg has been fixed for the materials. The actual quantity of materials used for the product is 5,600 kg. A sum of 14,000 has been paid for the materials. Calculate: (a) Material Cost Variance; (b) Material Price Variance; (c) Material Usage Variance.

UNIT-III

6. What do you mean by Zero Base Budgeting? Explain the advantages and disadvantages of zero Base Budgeting.

7. What factors should be taken into account while preparing production budget? From the following data, prepare a Production Budget for a company:

Stocks for the budget period:

Product	as on 1st January 2014	as on 30th June 2014
A	8000	10,000
B	9000	8,000
C	10,000	14,000

Requirement to fulfil sales programme:

A	60,000 units
B	50,000 units
C	80,000 units

UNIT-IV

8. What do you mean by break even charts? Discuss advantages and limitations of breakeven charts.

9. Following information is available from the records of a company :

Year	Sales (Rs.)	Profit/Loss (Rs.)
I	5,00,000	2,000 (Loss)
II	7,00,000	2,000 (Profit)

Selling price is given Rs. 100 per unit Calculate :

a) Fixed Cost

b) Break-even point in units

c) Sale in units for desired profit of Rs. 28,000

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Roll No.

Total No. of Questions : 09

Total No. of Pages : 02

BBA (Sem.–5)

INDUSTRIAL RELATIONS AND LABOUR LAWS

Subject Code : BBA-531-18

M.Code : 78197

Date of Examination : 02-01-23

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B consists of FOUR Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Student has to attempt any ONE question from each Sub-section.

SECTION-A

1. **Write briefly :**

a) Parties to Industrial Relations

b) Categorization of Trade Unions

c) Structure of Quality Circle

d) Negotiation

e) Define Minimum Wages

f) Conditions of Gratuity

g) Objectives of Bonus Act

h) Industrial Relations Code-2019

i) What Benefits are offered under ESI Act?

j) Dispute resolution machinery.

Dec = 2022

SECTION-B

UNIT-I

2. Explain the term Industrial Relations. What are various approaches to IR? Also explain the impact of technology on industrial relations.

3. Define Trade Unions? Discuss in detail the problems and remedies of trade union movement in India.

UNIT-II

4. What do you mean by collective bargaining? Elaborate the principles of collective bargaining? Also explain the essential conditions for the success of collective bargaining.

5. Define Grievance. Discuss in detail various canes and effects of grievances on industrial health.

UNIT-III

6. Explain various provisions of strikes and lockouts under Industrial Dispute Act with the help of suitable illustrations.

7. What do you understand by Workers Participation? Discuss various levels of participation. Also elaborate various schemes of workers participation in detail.

UNIT-IV

8. What are the objectives of Factories Act? Briefly explain the provisions of employee health and safety under Factories Act.

9. Explain the objectives of Payment of Wages Act. Discuss in detail the provisions of payment of wages and deductions under Payment of Wages Act.

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Roll No.

Total No. of Questions : 09 Total No. of Pages : 02

BBA (Sem.–5)

ORGANIZATION CHANGE AND DEVELOPMENT

Subject Code : BBA-532-18

M.Code : 78200

Date of Examination : 16-12-2023

Time : 3 Hrs. Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B consists of FOUR Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Student has to attempt any ONE question from each Sub-section.

SECTION-A

1. **Write briefly :**

a) Discuss various souices of change

b) Stages of Kurt Lewin's model of change

c) Systems theory

d) Career anchors

e) Values and beliefs of OD

f) Discuss various bases of power

g) Stages of behaviour modelling

h) T-Group training

i) Objective of third party peace making interventions

j) Ethics in OD

SECTION-B

UNIT-I

2. Elaborate the reasons behind resistance to organizational change. What strategies can be adopted to overcome the resistance? Justify your answer with suitable illustrations.

3. a) Define team. Discuss various types of teams?

b) Briefly explain the interdisciplinary nature of OD?

UNIT-II

4. Define Organizational development. Elaborate the process of Organizational development with the help of examples.

5. What is the aim of diagnostic strategies? Discuss various methods of collecting diagnostic data.

UNIT-III

6. What is OD intervention? What are the important characteristics of OD interventions? Also, elaborate the classification of OD interventions.

7. What do you mean by structural interventions? Illustrate various structural interventions to restructure the organization.

UNIT-IV

8. Discuss the role of the consultant in client-consultant relationship. Discuss the issues that may affect this relationship.

9. a) Write a note on Future of OD.

b) Discuss various steps to improve quality of OD.

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Roll No. ☐ ☐☐☐☐☐☐☐☐☐ Total No. of Pages : 02

Total No. of Questions : 09

BBA (Sem.–5)
MERCANTILE LAW
Subject Code : BBA-502-18
M.Code : 78194
Date of Examination : 14-12-2023

Time : 3 Hrs. **Max. Marks : 60**

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTIONS-B consists of FOUR Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Student has to attempt any ONE question from each Sub-section.

SECTION-A

1. **Write briefly :**
   a) Valid Contract
   b) Acceptance
   c) Minor
   d) Contract of Sales
   e) Unpaid Seller
   f) Warranties
   g) Cheque
   h) Drawer
   i) Partnership Firm
   j) RTI.

SECTION-B

UNIT-I

2. "*An agreement enforceable by law is a Contract*", discuss the definition and explain the essentials of a Valid Contract

3. Define and explain consideration on a contract. State exceptions to the rule that an agreement without consideration is void.

UNIT-II

4. Define Unpaid Seller. What are the rights of an unpaid seller over the goods sold by him?

5. "Delivery does not amount to acceptance of goods."? Discuss when a buyer can be said to have accepted the goods?

UNIT-III

6. What is Negotiable Instrument? Explain its essential characteristics and different types of Negotiate Instruments.

7. "*A holder in due course gets a title free from equities*". Explain the statement and discuss the various privileges of holder in due course."

UNIT-IV

8. Which are the Consumer Dispute Redressal Agencies and what are their powers?

9. Explain the meaning of dissolution of partnership firm. When does dissolution of partnership firm take place?

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Roll No. [ ] Total No. of Pages : 03

Total No. of Questions : 09

BBA (Sem.–5)

OPERATION RESEARCH

Subject Code : BBA-501-18

M.Code : 78193

Date of Examination : 09-12-2023

Time : 3 Hrs. **Max. Marks : 60**

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTIONS-B consists of FOUR Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Student has to attempt any ONE question from each Sub-section.

SECTION-A

1. **Write short notes on:**

   a) Basic components of OR Models

   b) Limitations of OR

   c) General structure of Linear Programming

   d) Functions of Artificial Variables.

   e) Unbalanced transportation problem.

   f) Optimal Solution

   g) Merits and Demerits of PERT

   h) Total elapsed time in sequencing problem

   i) Group replacement policy

   j) Identification of critical path.

SECTION-B

UNIT-I

2. State three commonly used OR techniques in India. Briefly explain each one them.

3. **Solve the following LPP :** Using Big M Method

Minimize $Z = 5X_1 + 6X_2$

Subject to,
$2X_1 + 5X_2 \geq 1500$
$3X_1 + X_2 \geq 1200$
$X_1, X_2 \geq 0$

UNIT-II

4. A company has three production facilities S1, S2 and S3 with production capacity of 7, 9 and 18 units (in 100s) per week of a product, respectively. These units are to be shipped to four warehouses Dl, D2, D3 and D4 with requirement of 5, 8, 7 and 14 units (in 100s) per week, respectively. The transportation costs (in rupees) per unit between factories to warehouses are given in the table below :

	Warehouse				
	D_1	D_2	D_3	D_4	Supply (Availability)
S_1	19	30	50	10	7
S_2	70	30	40	60	9
S_3	40	8	70	20	18
Demand (Requirement)	5	8	7	14	34

Use Least Cost Method (LCM) to find an initial basic feasible solution to the transportation problem.

5. What do you mean by Travelling salesman problem? Also write down the steps of Travelling Salesman Problems.

UNIT-III

6. A Book binder has one printing press, one binding machine and manuscripts of 7 different books. The times required for performing printing and binding operations for different books are shown below:

Book :	1	2	3	4	5	6	7
Printing time (hours) :	20	90	80	20	120	15	65
Binding time (hours) :	25	60	75	30	90	35	50

Decide the optimum sequence of processing of books in order to minimize the total time required to bring out all the books.

7. The following table gives the activities in a construction Project and the time duration of each activity :

Activity	**A**	**B**	**C**	**D**	**E**	**F**
Preceding Activity	–	–	A	A	B, C	D, E
Normal Time(Days)	16	20	8	10	6	12

a) Draw the Activity Network of the Project.

b) Find the Critical Path.

c) Find the Total Float, Free-Float and Independent float for each activity.

UNIT-IV

8. Explain different types of replacement problems by giving examples.

9. Explain the various costs associated with inventory with examples.

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Total No. of Questions : 09

Total No. of Pages : 02

BBA (Sem.–5)

FINANCIAL MARKETS AND SERVICES

Subject Code : BBA-522-18

M.Code : 78199

Date of Examination : 04-12-2023

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTIONS-B consists of FOUR Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Student has to attempt any ONE question from each Sub-section.

SECTION-A

1. **Write briefly :**

   a) Capital Market

   b) Financial System

   c) Primary Market

   d) Government Securities

   e) SEBI

   f) Consumer Credit

   g) Credit Rating

   h) Portfolio

   i) Re-materialization

   j) Venture Capital Funds.

SECTION-B

UNIT-I

2. What do you mean by money market? Differentiate between money and capital markets. Briefly discuss the various instruments that are permitted for trading in Indian capital market.

3. *'SEBI is the regulator of capital market, whereas, RBI is the regulator of currency market'*. Elucidate with suitable examples.

UNIT-II

4. *'Government securities also known as gilt edged securities aim to help the Government borrow money and encourage savings in the country'*. Elucidate with suitable examples.

5. What do you mean by listing of securities? Briefly discuss the various SEBI guidelines regarding listing of securities in India.

UNIT-III

6. What do you mean by factoring? Discuss various types of factoring services available in India. Briefly discuss the process of factoring.

7. What is stock broking? Differentiate between broker and sub - broker. Briefly discuss various SEBI guidelines regarding stock broking in India.

UNIT-IV

8. Define depository. Briefly discuss the role of NSDL and CDSL in the Indian financial markets. Also, discuss the merits of dematerialization of securities.

9. What is mutual fund? Write a detailed note on the structure of mutual funds operating in India. Briefly, discuss the role of mutual funds in individual's financial planning.

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Roll No. ☐ ☐☐☐☐☐☐☐☐☐☐

Total No. of Questions : 09

Total No. of Pages : 02

BBA (Sem.–5)

FINANCIAL MARKETS AND SERVICES

Subject Code : BBA-522-18

M.Code : 78199

Date of Examination : 04-12-2023

Time : 3 Hrs. **Max. Marks : 60**

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTIONS-B consists of FOUR Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Student has to attempt any ONE question from each Sub-section.

SECTION-A

1. **Write briefly :**

a) Capital Market

b) Financial System

c) Primary Market

d) Government Securities

e) SEBI

f) Consumer Credit

g) Credit Rating

h) Portfolio

i) Re-materialization

j) Venture Capital Funds.

SECTION-B

UNIT-I

2. What do you mean by money market? Differentiate between money and capital markets. Briefly discuss the various instruments that are permitted for trading in Indian capital market.

3. *'SEBI is the regulator of capital market, whereas, RBI is the regulator of currency market'.* Elucidate with suitable examples.

UNIT-II

4. *'Government securities also known as gilt edged securities aim to help the Government borrow money and encourage savings in the country'.* Elucidate with suitable examples.

5. What do you mean by listing of securities? Briefly discuss the various SEBI guidelines regarding listing of securities in India.

UNIT-III

6. What do you mean by factoring? Discuss various types of factoring services available in India. Briefly discuss the process of factoring.

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UNIT-IV

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9. What is mutual fund? Write a detailed note on the structure of mutual funds operating in India. Briefly, discuss the role of mutual funds in individual's financial planning.

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Total No. of Questions : 09 Total No. of Pages : 02

BBA (Sem.-5)

ADVERTISING AND SALES MANAGEMENT

Subject Code : BBA-512-18

M.Code : 78198

Date of Examination : 02-12-2023

Time : 3 Hrs. Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.**
2. **SECTIONS-B consists of FOUR Sub-sections : Units-I, II, III & IV.**
3. **Each Sub-section contains TWO questions each, carrying TEN marks each.**
4. **Student has to attempt any ONE question from each Sub-section.**

SECTION-A

1. **Write briefly :**

a) Define media scheduling.

b) What are the ethical aspects of advertising?

c) Define Sales budget.

d) State the objectives of advertisement.

e) Any two qualities of a good sales executive.

f) Discuss social issues in advertising.

g) Highlight the difference between sales promotion and personal selling.

h) What do you mean by sales force motivation?

i) What is a sales audit?

j) Define advertising agency.

SECTION-B

UNIT-I

2. What do you mean by copywriting? Explain the different elements of copywriting and layout.

3. *"Advertising should follow certain norms of ethics and social responsibility - while advertising products and services"*. Comment.

UNIT-II

4. Discuss various methodologies for testing advertising effectiveness. Which is best for testing pre- and post-advertising effectiveness?

5. What is an advertising budget? Discuss approaches and procedures for determining the size of the advertising budgets.

UNIT-III

6. Explain the process of personal selling in detail with the help of examples.

7. **Write short notes on the following :**

a) Emerging trends in sales management

b) Qualities of good sales executive .

UNIT-IV

8. What do you mean by sales quota? Explain the different types of quotas.

9. **Write short notes on the following :**

a) Role of information technology in sales management.

b) Process of conducting sales audit .

NOTE : Disclosure of Identity by writing Mobile No. or Marking of passing request on any paper of Answer Sheet will lead to UMC against the Student.

Roll No. ________ Total No. of Pages : 02

Total No. of Questions : 09

BBA (Sem.–5)

INDUSTRIAL RELATIONS AND LABOUR LAWS

Subject Code : BBA-531-18

M.Code : 78197

Date of Examination : 30-11-2023

Time : 3 Hrs. Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTIONS-B consists of FOUR Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Student has to attempt any ONE question from each Sub-section.

SECTION-A

1. **Write briefly :**

   a) Impact of technology on IR

   b) Quality circles

   c) Labour management cooperation in India

   d) Importance of Negotiation

   e) Sources of Industrial conflicts

   f) Provisions of Fines under payment of wages act

   g) Differentiate between strike and lockout.

   h) Define minimum wage

   i) Object of ESI act

   j) The IR Code-2019.

SECTION-B

UNIT-I

2. Define Industrial Relations? Discuss important factors that influence industrial relations. Also, discuss various approaches to industrial relations.

3. What do you mean by Trade Unions? What are the important functions of a trade union? Elaborate various types of trade unions with examples.

UNIT -II

4. What do you understand by the term collective bargaining? Elaborate the process of collective bargaining with the help of suitable illustrations?

5. Define grievance. What are various sources of grievance? Briefly elaborate the grievance redressal procedure and its relevance in the organizations?

UNIT-III

6. What do you mean by Industrial Dispute? Elaborate the machinery for resolving industrial disputes as per Industrial Disputes Act.

7. What is workers participation in management? Illustrate various schemes of workers participation in management with their pros and cons.

UNIT-IV

8. Explain the object and applicability of Factories Act 1948. Illustrate various provisions of employee welfare and safety under this act.

9. Explain the provisions regarding various retiral benefits payable under the Employees' Provident Funds and Miscellaneous Provisions Act 1952.

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Roll No.

Total No. of Questions : 09 Total No. of Pages : 03

BBA (Sem-5)

CORPORATE ACCOUNTING

Subject Code : BBA-521-18

M.Code : 78196

Date of Examination : 28-11-2023

Time : 3 Hrs. Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTIONS-B consists of FOUR Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Student has to attempt any ONE question from each Sub-section.

SECTION-A

1. **Write short notes on the following :**

   a) Balance Sheet.

   b) Underwriting of Shares.

   c) Re-issue of Shares.

   d) Right Issue.

   e) What is meant by Preference Share?

   f) Profit prior to incorporation.

   g) Holding Company.

   h) Minority Interest.

   i) Corporate Financial Reporting.

   j) Calls in Advance.

SECTION-B

UNIT-I

2. Mercedes Ltd. was registered with a capital of Rs 1 crore divided into equity shares of Rs.100 each. The company offered to public 50,000 shares at a premium of Rs 20 per share. The amount on shares was payable as :

   a) Rs 25 on application

   b) Rs 50 (including Rs 20 premium) on allotment

   c) Rs 20 on first call

   d) Rs 25 on final call.

   Applications were received for 75,000 shares. Shares were allotted to the applicants on pro-rata basis. Mukesh Bhai who was allotted 500 shares did not pay the allotment money. He also failed to pay first call. His shares were forfeited. Gautam Bhai who was holding 200 shares did not pay the first call. Final call was not made.

   Make journal entries in the books of the company.

3. Discuss the advantages of buy-back of shares. Also discuss in brief the legal provisions regarding buy-back of shares by a company.

UNIT-II

4. Sharan Ltd. had issued 11% 4,00,000 debentures of Rs.100 each redeemable on 31st March 2023 at a premium of 5%. The company offered three options to debenture holders as under :

   a) 13% Preference shares of Rs. 10 each at Rs. 10.50

   b) 14% debentures of Rs. 100 at par.

   c) Redemption in cash.

   The options were accepted as under :

   Option (a) by holders of 1,00,000 debentures.

   Option (b) by holders of 1,00,000 debentures.

   Option (c) by holders of 2,00,000 debentures.

   Sharan Ltd. carried out the redemption. Pass the necessary journal entries.

5. Distinguish between Equity Shares and Preference Shares. Discuss in brief the accounting entries for the issue and redemption of Preference Shares of a company.

UNIT-III

6. Bandhan Limited was incorporated on August 1, 2022. It had acquired a running business of Raman & Co. with effect from April 1, 2022. During the year 2022-23, the total sales were 72,00,000. The sales per month in the first half year were half of what they were in the later half year. The net profit of the company. Rs.4,00,000 was worked out after charging the following expenses :

a) Selling expenses Rs. 1,44,000

b) Interest to vendors upto August 31, 2022 Rs. 10,000

c) Depreciation Rs.2,46,000,

d) Directors' fees Rs. 1,00,000,

e) Preliminary expenses Rs.24,000,

f) Office expenses Rs. 1,56,000,

Please ascertain pre-incorporation and post-incorporation profit for the year ended 31 March, 2023.

7. Give a specimen of Statement of Profit and Loss (as per **PART II**) of a company, with imaginary figures.

UNIT-IV

8. What are the provisions regarding Corporate Financial Reporting in India? Also, discuss in brief the recent trends in Corporate Financial Reporting.

9. From the following information, prepare a consolidated balance sheet

Balance Sheet as on 31 December 2022

PARTICULARS	H Ltd. (Rs.)	S Ltd. (Rs.)
I. Equities and Liabilities		
Share Capital(Share of Rs. 10 each)	4,00,000	2,00,000
Reserves	1,00,000	40,000
Profit and Loss Account	40,000	20,000
Creditors	60,000	40,000
TOTAL	**6,00,000**	**3,00,000**
II. Assets		
Sundry Assets	4,40,000	3,00,000
Investments 12,000 Shares of S Ltd	1,60,000	
TOTAL	**6,00,000**	**3,00,000**

H Ld. Acquired its shares in S Ltd. on 1 January 2022 when Reserves of S Ltd. stood at Rs.8,000 and its Profit and Loss Account (Cr.) was Rs. 10,000.

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Roll No. [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ]

Total No. of Pages : 02

Total No. of Questions : 09

BBA(Sem.–5)

CONSUMER BEHAVIOUR

Subject Code : BBA-511-18

M.Code : 78195

Date of Examination : 25-11-2023

Time : 3 Hrs. Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTIONS-B consists of FOUR Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Student has to attempt any ONE question from each Sub-section.

SECTION-A

1. **Answer briefly :**

   a) Define the nature and scope of consumer behaviour.

   b) Explain consumer decision-making process.

   c) Emerging trends in consumer behaviour

   d) Describe the concept of consumer motivation.

   e) Explain the concept of consumer imagery.

   f) Define reference groups and their influence on consumer behaviour.

   g) Elaborate on the functions of a family in the context of consumer decision making.

   h) Discuss the impact of culture and subculture on consumer behaviour.

   i) Explain the concept of opinion leadership.

   j) Describe the diffusion of innovations process in consumer behaviour.

SECTION-B

UNIT-I

2. Discuss the factors affecting consumer buying behaviour. Provide examples to illustrate these factors.

3. Analyze the use of information technology and AI in consumer profiling and engagement in the online space.

UNIT-II

4. Explain consumer motivation. Discuss the hierarchy of needs and how it influences consumer behaviour.

5. Discuss the role of personality and self-concepts in consumer behaviour. Provide examples of products associated with specific personalities.

UNIT-III

6. Describe the concept of reference groups and the factors that affect them in consumer behaviour. Provide examples of how reference groups influence purchasing decisions.

7. Explain the impact of social class and culture on consumer behaviour. How do these factors shape consumer preferences and choices?

UNIT-IV

8. Compare Howard Sheth and Engel-Blackwell-Kollat models of consumer decision - making. Discuss their strengths and weaknesses.

9. Analyze the diffusion process and adoption process in consumer behaviour. Provide real - world examples of products that have gone through these processes.

NOTE : Disclosure of Identity by writing Mobile No. or Marking of passing request on any paper of Answer Sheet will lead to UMC against the Student.

Roll No.

Total No. of Questions : 09

Total No. of Pages : 02

BBA (Sem.–6)

STRATEGY MANAGEMENT

Subject Code : BBA-601-18

M.Code : 79347

Date of Examination : 02-01-2023

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTIONS-B consists of FOUR Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Student has to attempt any ONE question from each Sub-section.

SECTION-A

I. **Write Briefly :**

a) Mission and Vision.

b) Distinguish between Business Level Strategy and Corporate Level Strategy.

c) What is the importance of studying SWOT Analysis?

d) Outline the significance of Differentiation Strategy.

e) What do you mean by Dynamic Competition?

f) What is Competitive Advantage?

g) What is the relationship between Strategy and Structure?

h) GE Nine Cell Matrix.

i) Why do companies pursue diversification Strategy?

j) Resource Allocation.

SECTION-B

UNIT-I

2. Discuss the scope and process of Strategic Management in detail.

3. What do you mean by Strategy? Examine the different levels of strategy with examples.

UNIT-II

4. Describe main features of Industry analysis using Porter's five forces theory.

5. What is ETOP (Environmental Threat and Opportunity Profile)? Why ETOP is needed? How to prepare an ETOP?

UNIT-III

6. Discuss various components of a Balanced Score Card. Also, discuss the significance of a Balanced Score Card.

7. Critically examine the efficiency of BCG matrix as a tool of strategy management.

UNIT-IV

8. What do you mean by Strategy Implementation? Discuss its process.

9. Describe various factors affecting Resource Allocation. What should be the criteria for Resource Allocation Process?

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Roll No. ☐☐☐☐☐☐☐☐☐☐☐☐

Total No. of Questions : 09

Total No. of Pages : 02

BBA (Sem.–6)

ENTERPRISE RESOURCE PLANNING

Subject Code : BBASM-602-18

M.Code : 79357

Date of Examination : 03-01-2023

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTIONS-B consists of FOUR Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Student has to attempt any ONE question from each Sub-section.

SECTION-A

1. **Write briefly :**

a) Material requirement planning

b) Planning design

c) Vendor solutions in terms of large enterprise

d) Business process reengineering

e) ERP financial module

f) ERP sales module

g) **Any two** failure factors of ERP implementation

h) Supply chain management

i) Customer Relationship Management

j) Data migration in ERP implementation.

Dec = 2022

SECTION-B

UNIT-I

2. Definition of ERP and explain evolution of ERP.

3. Discuss fundamental technologies of ERP.

UNIT-II

4. Explain the overview of ERP software solutions.

5. Explain Data mining and Data warehousing in terms of Business process management.

UNIT-III

6. Discuss ERP, HR, ERP sales, ERP marketing and ERP purchasing module.

7. Briefly explain planning evaluation and selection of ERP systems.

UNIT-IV

8. Explain methodology and frame work training in effective implementation of ERP.

9. Discuss CRM and Supply chain management and also discuss benefits of ERP module.

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Dec = 2022

Roll No.

Total No. of Questions : 09

Total No. of Pages : 02

BBA (Sem.–6)

COMPANY LAW

Subject Code : BBA-602-18

M.Code : 79348

Date of Examination : 03-01-2023

Time : 3 Hrs. **Max. Marks : 60**

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTIONS-B consists of FOUR Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Student has to attempt any ONE question from each Sub-section.

SECTION-A

1. **Write a short note on the following:**

    a) Private Company

    b) Separate Legal Entity

    c) Position of Promoter

    d) Certificate of Incorporation

    e) AOA

    f) Subscribed Capital

    g) Non-Executive Director

    h) EGM

    i) Voluntary Winding Up

    j) Proxy.

SECTION-B

UNIT-I

2. "A company is an artificial person, created by law with a perpetual succession and a common seal." Explain this statement.

3. Enumerate the different steps to be taken by the promoters from the formation of a company to the commencement of business.

UNIT-II

4. Explain the doctrine of indoor management and state the exceptions, if any, to the doctrine.

5. Explain contents of prospectus. What is the meaning of deemed prospectus?

UNIT-III

6. Define share. What are the different kinds of shares which a company may issue?

7. What is resolution? What are different classes of resolutions which may be passed by a company?

UNIT-IV

8. Briefly discuss the provisions of the Companies Act, regarding appointment of directors of a company.

9. Explain the grounds on which the Tribunal would consider it just and equitable to wind up a company.

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Total No. of Pages : 02

Total No. of Questions : 09

BBA / BBA (SIM) (Sem.–2)

MANAGERIAL ECONOMICS-II

Subject Code : BBAGE-201-18

M.Code : 75918

Date of Examination : 05-06-2023

Time : 3 Hrs. Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTIONS-B consists of FOUR Sub-sections : UNITS-I, II, III & IV. Each Sub-section contains TWO questions each, carrying TEN marks each.
3. Students have to attempt any ONE question from each Sub-section.

SECTION-A

1. **Answer briefly :**

   a. GDP at Factor Cost

   b. Near money

   c. Liquidity trap

   d. Stagflation

   e. Money supply

   f. Objectives of Fiscal policy

   g. Instruments of monetary policy

   h. Need of Public finance

   i. Recommendation of current finance commission

   j. Fiscal imbalance and its impact.

SECTION-B

UNIT-I

2. Describe important methods of national income measurement. Enlist key problems in its measurement of national income.

3. Explain and critically appraise classical theories of demand for money. Also comment upon its applicability in current context.

UNIT-II

4. Discuss theories of inflation. State which theories explains current scenario in a better way?

5. Explain Okun's Law in detail. Comment upon its applicability in current macroeconomic context.

UNIT-III

6. Highlight the need of fiscal policy. Discuss the impact of different instruments of fiscal policy.

7. Derive the value of multiplier and explain its forward working in detail.

UNIT-IV

8. Elaborate on the structure of Indian tax system. Also give its merits and demerits.

9. Why Finance Commission is needed in India? Discuss its functions in detail.

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Roll No. [ ]

Total No. of Questions : 09

Total No. of Pages : 02

BBA / BBA (SIM) (Sem–2)

BUSINESS ENVIRONMENT

Subject Code : BBA-202-18

M.Code : 75917

Date of Examination : 21-06-2023

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B consists of FOUR Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Student has to attempt any ONE question from each Sub-section.

SECTION-A

1. **Write briefly :**

   a) Significance of Business Environment Analysis

   b) Features of Capitalist Economic System

   c) Objectives of Monetary policy

   d) Foreign Exchange Management in India

   e) Need of Consumer Protection Act, 1986

   f) Effects of Globalisation on Business

   g) Corporate Social Responsibility

   h) Relevance of Public Sector

   i) Structure of IMF

   j) Need of Regional Groupings.

SECTION-B

UNIT-I

2. Highlight the need of scanning business environment in recent context. Describe techniques of business environment scanning.

3. Enlist tools of fiscal policy. Explain in detail, the impact of fiscal policy on business in Indian context.

UNIT-II

4. Demonstrate the impact of political environment on business performance. Give your answer in Indian context.

5. Discus important features of privatisation and liberalisation in India. Also discuss their effects on business.

UNIT-III

6. Enlist and elaborate important critical elements of socio-cultural environment and discuss their importance for business in Indian context.

7. Write a detailed note on role, performance and problems of Public Sector in India. How does it influence business growth? Discuss.

UNIT-IV

8. Discuss benefits and problems of Multinational Corporations in Indian context.

9. Discuss in detail, the positive and negative implications of WTO for India and Indian Businesses.

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Roll No.

Total No. of Questions : 09

Total No. of Pages : 02

BBA / BBA (SIM) (Sem–2)

BUSINESS STATISTICS

Subject Code : BBA-201-18

M.Code : 75916

Date of Examination : 07-06-2023

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B consists of FOUR Sub-Sections : Units-I, II, III & IV.
3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Student has to attempt any ONE question from each Sub-section.

SECTION-A

1. **Write briefly :**

a) Explain the functions of statistics.

b) What do you understand by frequency distribution?

c) Explain the meaning of population and sample.

d) What is the difference between quartiles and deciles?

e) Elaborate the properties of standard deviation.

f) Explain the concept of sampling distribution.

g) What do you understand by linear and non-linear correlation?

h) Explain the properties of regression coefficient.

i) Elaborate the laws of the probability.

j) Explain the applications of Poisson distribution.

SECTION-B

UNIT-I

2. Explain the various probability and non-probability techniques in detail.

3. What are the different sources used for collecting the data in statistics? Elaborate.

UNIT-II

4. Calculate the value of mode by using the grouping method from the following data :

Marks	10-20	20-30	30-40	40-50	50-60	60-70	70-80	80-90
No. of students	4	6	20	32	33	17	8	2

5. What is the difference between :

a) Mean deviation and Standard Deviation.

b) Inter-quartile range and Quartile deviation.

B

UNIT-III

6. What do you mean by regression analysis? What is the relationship between correlation and regression coefficient? Also, explain the principle of least square and regression analysis.

7. Calculate the Correlation Coefficient from the following data of marks obtained in Commerce (X) and Economics (Y) :

X	50	60	58	47	49	33	65	43	46	68
Y	48	65	50	48	55	58	63	48	50	70

UNIT-IV

8. It is observed that 80% of television viewers watch "Master Chef" series. What is the probability that at least 80% of the viewers in a random sample of five watch this series?

9. What do you understand by the term probability? Explain the various approaches for calculation of probability.

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Roll No.

Total No. of Questions : 09

Total No. of Pages : 02

BBA (Sem.–3)

IT TOOLS FOR BUSINESS

Subject Code : BBASEC301-18

M.Code : 76659

Date of Examination: 25-05-2023

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B consists of FOUR Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Student has to attempt any ONE question from each Sub-section.

SECTION-A

1. Explain the following :

a) Data and information.

b) What is Firmware?

c) Distinguish between RAM and ROM.

d) Name any two high level languages.

e) Auto Content Wizard.

f) Write the steps to insert page break in a page.

g) Explain relative cell referencing.

h) What are Fonts?

i) What are text editing features in MS-Word?

j) List the features of paint brush.

SECTION-B

UNIT-I

2. Draw and discuss various components of block diagram of a computer.

3. What do you understand by number system? Why there is a need of different number systems? Explain the conversion from one number system to another number system using suitable example.

UNIT-II

4. Explain the various generations of languages in computers.

5. a) What is the role of "Control Panel" in Windows?

   b) Discuss various directory manipulation features in context with windows operating system.

UNIT-III

6. What is the purpose of Presentation Software in edutainment? Explain the features provided by Power Point software of embedding video and animations.

7. Discuss the use of Mail merge in MS word showing with example.

UNIT-IV

8. Write down the steps for creating various charts in MS Excel.

9. How will you calculate the various financial functions in MS Excel?

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Roll No. [ ]

Total No. of Pages : 02

Total No. of Questions : 09

BBA (Sem.–3)

PRODUCTION AND OPERATION MANAGEMENT

Subject Code : BBAGE301-18

M.Code : 76658

Date of Examination : 20-05-2023

Time : 3 Hrs. **Max. Marks : 60**

INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.**
2. **SECTIONS-B consists of FOUR Sub-sections : Units-I, II, III & IV.**
3. **Each Sub-section contains TWO questions each, carrying TEN marks each.**
4. **Student has to attempt any ONE question from each Sub-section.**

SECTION-A

1. **Write briefly :**

a) Define product development.

b) Discuss the characteristics of product design.

c) What are the advantages of using product development techniques?

d) What is importance of location in establishing facility?

e) Define facility layout.

f) What do you mean by Six Sigma?

g) Discuss the significance of stock control systems.

h) What are inventory costs?

i) Explain the concept of acceptance sampling.

j) What is meant by quality control?

SECTION-B

UNIT-I

2. What is the difference between job, batch and mass production? Explain with examples.

3. Elaborate the different types of product development techniques.

UNIT-II

4. What is location analysis? What are the different factors that are used in location analysis?

5. Explain the concept of production planning and control along with its functions.

UNIT-III

6. What is purchasing management? What are its various functions and objectives?

7. Write short notes on:

a) J.I.T.

b) Kanban system.

UNIT-IV

8. Explain the concept of Inventory Management. What are the factors affecting the inventory control policy?

9. Write short notes on :

a) EOQ Model

b) ABC Analysis.

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Roll No. [ ]

Total No. of Pages : 02

Total No. of Questions : 09

BBA (Sem.–3)

ORGANIZATIONAL BEHAVIOUR

Subject Code : BBA-301-18

M.Code : 76655

Date of Examination : 18-05-2023

Time : 3 Hrs. **Max. Marks : 60**

INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.**
2. **SECTIONS-B consists of FOUR Sub-sections : Units-I, II, III & IV.**
3. **Each Sub-section contains TWO questions each, carrying TEN marks each.**
4. **Student has to attempt any ONE question from each Sub-section.**

SECTION-A

1. **Write briefly :**

a) Components of attitude

b) Halo effect

c) Cultural Effects on OB

d) Hygiene factors

e) Operant conditioning

f) Free rein style of leadership

g) Conflict

h) Features of an effective team

i) Group Development

j) Theory Y.

SECTION B

UNIT-I

2. What do you mean by Organization Behaviour? Discuss its importance in Indian organizations.

3. Discuss the various theories of learning.

UNIT-II

4. Discuss the process of perception. What are the factors leading to perceptual distortion?

5. Define motivation. Explain the Maslow's theory of Motivation.

UNIT-III

6. What is the difference between team and group? What are the stages of group - formation and how intergroup behaviour influences the organization?

7. "*Leaders are not born, they are made*". Discuss with reference to various leadership styles.

UNIT-IV

8. Corporate culture and organizational effectiveness are interrelated to each other. Comment upon the statement.

9. What is conflict? Discuss various approaches to conflict management.

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Roll No. ______________ Total No. of Pages : 02

Total No. of Questions : 09

BBA (Sem.–3)

COST & MANAGEMENT ACCOUNTING

Subject Code : BBA303-18

M.Code : 76657

Date of Examination : 16-05-2023

Time : 3 Hrs. **Max. Marks : 60**

INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.**
2. **SECTIONS-B consists of FOUR Sub-sections : Units-I, II, III & IV.**
3. **Each Sub-section contains TWO questions each, carrying TEN marks each.**
4. **Student has to attempt any ONE question from each Sub-section.**

SECTION-A

1. Write short notes on the following :

a. State three points of similarities between financial and cost accounting.

b. Explain and illustrate the following terms :

i. EPS

ii. DEPS.

c. What is trend analysis?

d. Briefly distinguish between the two cost control techniques "*Budgetary Control*" and "*Standard Costing*".

e. Define a budget and give its four essentials.

f. A company making and selling toys has made the following estimates:

Selling price: Rs. 20 a unit; Fixed costs Rs. 15, 00,000 a year; Variable costs Rs. 16 per unit; Sales volume 5 lakh units. Suppose a selling price decrease of 10% results in a 15% increase in sales volume, what will be the profit?

g. Define the term cost control, cost reduction and cost management.

h. What are the components of current and fixed assets?

i. Define variance analysis.

j. Discuss the importance of break-even analysis.

SECTION-B

UNIT-I

2. "*While Financial Accounting is external, Cost Accounting is internal to the business.*" Explain.

3. Following figures are available of ABC Ltd. for the year ended 31st March, 2020: Net profit before interest and tax Rs. 41,25,000 ; Net profit after tax Rs. 33,00,000 ; Net profit after interest and tax Rs. 16,50,000 ; Preference dividend Rs.5,25,000 ; Capital employed Rs. 1,65,00,000 ; Total assets Rs. 1,89,75,000 ; Net worth or equity shareholders' fund Rs. 1,12,50,000.

Calculate :

a. Return on capital employed;

b. Return on Total Assets;

c. Return on Equity shareholders' fund.

UNIT-II

4. What do you mean by financial statement analysis? Discuss in detail methods and types of financial analysis.

5. Discuss the advantages and disadvantages of standard costs and conditions under which they may be adopted. Also indicate the circumstances in which their use may be misleading.

UNIT-III

6. *"Flexibility in a budget is an aid to co-ordination, while the budgetary control is an instrument of co-ordination."* Explain.

7. What is zero based budgeting? State its advantages and limitations.

UNIT-IV

8. Explain clearly what you understand by "contribution" in a cost accounting sense. How is it related to profit? List three benefits management can obtain from knowing the contribution from its costs units.

9. What is Marginal Costing? Explain the practical application of marginal costing with examples.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.

Roll No. [ ]

Total No. of Questions : 09

Total No. of Pages : 02

BBA (Sem.-4)

ENTREPRENEURSHIP DEVELOPMENT

Subject Code : BBAGEC-401-18

M.Code : 77426

Date of Examination : 29-05-2023

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTIONS-B consists of FOUR Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Students have to attempt any ONE question from each Sub-section.

SECTION-A

1. Explain the following :

a. What is drone entrepreneur?

b. Distinguish between entrepreneur and entrepreneurship.

c. "*Entrepreneurs are made or born.*" Comment.

d. What is a Micro, Small or Medium Enterprise?

e. What are the phases of EDP's?

f. What are the various EDP's conducted in India?

g. What is Venture capital?

h. What is the assistance by commercial bank?

i. What are the symptoms of Industrial sickness?

j. Types of business plan in entrepreneurship.

SECTION-B

UNIT-I

2. Discuss the characteristics, knowledge and skills that an entrepreneur should possess with examples in the contemporary business landscape.

3. Bring out the concept of entrepreneurship. Explain the stages in entrepreneurial process in detail.

UNIT-II

4. Explain the governmental policies governing MSMEs.

5. Define business plans and why business plans fail. Explain.

UNIT-III

6. Explain the role of Entrepreneurial Development Programme (EDP) to manage the problems faced by entrepreneurs.

7. Explain the role of business incubators in a start-up.

UNIT-IV

8. What are the Governmental measures to combat industrial sickness?

9. Describe the different schemes and role of SIDBI in entrepreneurship development.

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Total No. of Pages : 02

Total No. of Questions : 09

BBA (Sem.–4)

BUSINESS RESEARCH METHODS

Subject Code : BBA-401-18

M.Code : 77423

Date of Examination : 26-05-2023

Time : 3 Hrs. **Max. Marks : 60**

INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.**
2. **SECTIONS-B consists of FOUR Sub-sections : Units-I, II, III & IV.**
3. **Each Sub-section contains TWO questions each, carrying TEN marks each.**
4. **Students have to attempt any ONE question from each Sub-section.**

SECTION-A

1. **Write Briefly :**

a) Outline some of the uses of management research. Give examples

b) What factors influence the choice of research design?

c) What are different types of experimental research designs?

d) What are the different types of hypotheses?

e) What is descriptive analysis and what is the importance of doing it in a report?

f) What is random sampling?

g) What is survey method of data collection?

h) What is an ordinal scale? What data analysis can be done on a nominal scale?

i) Outline a report format.

j) What is coding of a questionnaire? Why is it done?

SECTION-B

UNIT-I

2. Discuss in detail the research process. Give examples.

3. Discuss different types of research designs. What are the sources of experimental errors?

UNIT-II

4. What do you understand by data collection? Discuss various methods of primary data collection.

5. **Differentiate between following :**

a) Sampling and Non-sampling error

b) Snowball and Judgemental sampling

UNIT-III

6. What is nominal, ordinal, interval and ratio scale? Differentiate between them.

7. What is the difference between a questionnaire and a schedule? Discuss the different types of questionnaires.

UNIT-IV

8. Discuss the steps in data editing. What errors in the data set does a researcher look for while editing data? Give examples.

9. Discuss the different types of research reports.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.

Roll No.

Total No. of Questions : 09

Total No. of Pages : 03

BBA (Sem.–4)

FINANCIAL MANAGEMENT

Subject Code : BBA-403-18

M.Code : 77425

Date of Examination : 24-05-23

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B consists of FOUR Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Students have to attempt any ONE question from each Sub-section.

SECTION-A

1. **Write short notes on :**

   a. What is the need of financial management?

   b. What are the limitations of agency cost?

   c. How long term sources differ from short term sources?

   d. What do you mean by capital budgeting?

   e. Define unsystematic risk.

   f. What do you mean by financial structure?

   g. Define MVA.

   h. What do you mean gross working capital?

   i. Define time value of money.

   j. What do you mean by capital rationing?

SECTION-B

UNIT-I

2. In most large corporations, ownership and management are separated. What are the main implications of this separation? Define the scope of financial management. What role should the financial manager play in a modern enterprise?

3. How does discounting and compounding helps in determining the sinking fund and capital recovery?

UNIT-II

4. Define cost of capital. Explain its significance in financial decision making. Distinguish between the weighted average cost of capital and marginal cost of capital. Which one should be used in capital budgeting and valuation of the firm? Why?

5. The capital structure of Adamus Ltd. in book value terms is as follows :

Equity capital (20 million shares, Rs.10 par)	Rs.200 million
Preference capital, 12 percent (500,000 shares, Rs.100 par)	Rs.50 million
Retained earnings	Rs.350 million
Debentures 14 percent (1,200,000 debentures, Rs.100 par)	Rs.120 million
Term loans, 13 percent	Rs.80 million
	Rs.800 million

The next expected dividend per share is Rs. 2.00. The dividend per share is expected to grow at the rate of 12 percent. The market price per share is Rs .50.00. Preference stock, redeemable after 10 years, is currently selling for Rs.85.00 per share. Debentures, redeemable after 5 years, are selling for Rs.90.00 per debenture. The tax rate for the company is 30 percent. Calculate the average cost of capital.

UNIT-III

6. The expected cash flows of a project are as follows :

Year	0	1	2	3	4	5
Cash flow	-100,000	20,000	30,000	40,000	50,000	30,000

Roll No. [ ]

Total No. of Questions : 09

Total No. of Pages : 02

BBA (Sem.–4)

HUMAN RESOURCE MANAGEMENT

Subject Code : BBA-402-18

M.Code : 77424

Date of Examination : 19-05-2023

Time : 3 Hrs. **Max. Marks : 60**

INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.**
2. **SECTIONS-B consists of FOUR Sub-sections : Units-I, II, III & IV.**
3. **Each Sub-section contains TWO questions each, carrying TEN marks each.**
4. **Students have to attempt any ONE question from each Sub-section.**

SECTION-A

1. **Explain briefly :**

a) Describe the nature of Human Resources Management.

b) How technological changes affect HRM Environment?

c) Define Human Resources Planning.

d) What is Job Analysis?

e) What is the objective of recruitment?

f) What are the features of good selection test?

g) What are the various types of selection tests?

h) Define training.

i) What is performance appraisal?

j) Define industrial relations.

SECTION-B

UNIT-I

2. Define HRM. Explain the functions of HRM.

3. What do you understand by Human Resources Planning? Describe its factors.

UNIT-II

4. What is job analysis? What are the steps involved in the preparation of job analysis?

5. Discuss the various features affecting the recruitment.

UNIT-III

6. Define training. Explain the need and importance of training.

7. What is career planning? Define the process of career planning and development.

UNIT-IV

8. What is performance appraisal? Discuss its purpose.

9. Write a note on :

a) Compensation Management

b) Industrial Relations.

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Roll No. ______________

Total No. of Questions : 09

Total No. of Pages : 02

BBA (Sem.-4)

BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY

Subject Code : BBASEC-401-18

M.Code : 77427

Date of Examination : 17-05-23

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTIONS-B consists of FOUR Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Students have to attempt any ONE question from each Sub-section.

SECTION-A

1. **Write short notes on :**

   a. Purpose of ethics

   b. Charity

   c. Drivers of CSR

   d. Human Values

   e. Stakeholder management

   f. Corporate Philanthropy

   g. Total quality mind

   h. Creativity

   i. Sustainability

   j. Trade

SECTION-B

UNIT-I

2. What is the importance of Ethics and Moral standards?

3. Explain the various ethical principles in business.

UNIT-II

4. Critically discuss the appropriate approach for the managers in effective decision making.

5. Explain the purpose and relevance of Ethos with respect to India.

UNIT-III

6. Write a detailed note on the history and evolution of CSR.

7. Discuss in details the various models CSR in India.

UNIT-IV

8. What are the various guiding principles of UN on business and human rights?

9. Evaluate the ILO Tri-partite declaration of principles on multinational enterprises and social policy.

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Roll No. [ ] Total No. of Pages : 02

Total No. of Questions : 09

BBA (Sem-5)

ADVERTISING AND SALES MANAGEMENT

Subject Code : BBA-512-18

M.Code : 78198

Date of Examination : 09-06-2023

Time : 3 Hrs. Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTIONS-B consists of FOUR Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Student has to attempt any ONE question from each Sub-section.

SECTION-A

1. **Write briefly :**

   a) Define media planning.

   b) What are the ethical aspects of advertising?

   c) Objectives of advertising.

   d) Advertising Design.

   e) Digital marketing.

   f) Creative Copy Strategies.

   g) Skills of sales manager.

   h) Qualities of a sales executive.

   i) What do you mean by Advertising Budget?

   j) Define sales territories.

SECTION-B

UNIT-I

2. Define advertising as means of communication. Also, explain the different forms of advertisements?

3. What do you mean by Advertising copy? Also, explain the concept of advertising design and layout with the help of suitable examples.

UNIT-II

4. What do you mean by advertising agency. Discuss the prominent functions of advertising agencies. Also explain the types of advertising agencies with suitable examples.

5. Explain the need for measuring advertising effectiveness. Discuss different methods of evaluating advertising effectiveness.

UNIT-III

6. Define Sales management. Elaborate its scope and importance. Also discuss various strategies of sales management?

7. What do you understand by the term *'personal selling'*? Discuss in detail the process of personal selling with examples?

UNIT-IV

8. a) Describe in detail the procedure of recruitment and selection of the sales force.

   b) What is sales quota? Explain different factors determining sales quota.

9. Discuss the role of information technology in sales management by giving suitable examples.

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Roll No. [ ]

Total No. of Questions : 09

Total No. of Pages : 02

BBA (Sem.–5)

CONSUMER BEHAVIOUR

Subject Code : BBA-511-18

M.Code : 78195

Date of Examination : 07-06-23

Time : 3 Hrs. **Max. Marks : 60**

INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.**
2. **SECTIONS-B consists of FOUR Sub-sections : Units-I, II, III & IV.**
3. **Each Sub-section contains TWO questions each, carrying TEN marks each.**
4. **Student has to attempt any ONE question from each Sub-section.**

SECTION-A

1. **Write briefly :**

   a) Self-image

   b) Opinion Leadership

   c) Post-Purchase Dissonance

   d) Consumer Imagery

   e) Ration Motives *vs* Emotional Motives

   f) Religious sub-cultures

   g) Explain the diffusion process.

   h) What is the significance of consumer behavior?

   i) Family Life Cycle

   j) Influence of digital technologies on consumer behavior.

SECTION-B

UNIT-I

2. Elaborate the various factors that influence a customer to decide to buy a new car.

3. Explain the online purchase decision process. Discuss the challenges encountered by marketers and consumers.

UNIT-II

4. Describe personality traits theory cite three examples of how personality traits can be used in researching consumer behavior.

5. Describe Maslow's Need Hierarchy Theory and explain its applications in marketing with suitable examples.

UNIT-III

6. Bring out how culture sub-culture, and cross-culture influence consumer buying behavior?

7. Define the term reference group. Discuss the different reference groups that influence consumer's attitudes and behavior citing suitable examples.

UNIT-IV

8. Who are opinion leaders? What role do they play in the development of brands?

9. Discuss the relevance of the Engel-Kollat model in study of consumer behavior.

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Total No. of Questions : 09

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BBA (Sem.–5)

MERCANTILE LAW

Subject Code : BBA-502-18

M.Code : 78194

Date of Examination : 02-06-23

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTIONS-B consists of FOUR Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Student has to attempt any ONE question from each Sub-section.

SECTION-A

1. Write briefly :

a) Contingent Contract

b) Agreement *vs* Contract

c) Indemnity

d) Hire Purchase

e) Goods

f) Promissory Note

g) Drawer

h) Partnership Deed

i) RTI

j) Define Consumer.

SECTION-B

UNIT-I

2. Define Consideration and point out the salient features of the term consideration as defined in the Indian Contract Act.

3. What is a Contract of Agency? What are the essentials of relationship of Agency?

UNIT-II

4. How is a Contract of Sale made? State briefly the necessary formalities of such a contract with examples.

5. Distinguish between Condition and Warranty. When does a condition descend to the level of a warranty? Explain the rule of Caveat Emptor and state how far it is modified by implied conditions.

UNIT-III

6. What is Negotiable Instrument? Explain its special features.

7. What is meant by crossing of a cheque? Who can cross a cheque? What is the difference between a general crossing and special crossing?

UNIT-IV

8. Distinguish between a partnership and a Hindu Undivided family business, a partnership and co-ownership.

9. What is the jurisdiction of District Consumer Disputes Redressal Forum? In what manner a complaint is filed before it? What procedure is followed by it after receiving the complaint?

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BBA

Roll No. [ ]

Total No. of Pages : 02

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BBA (Sem–6)
SERVICE MARKETING
Subject Code : BBA 611-18
M.Code : 79349
Date of Examination : 01-06-2023

Time : 3 Hrs. Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTIONS-B consists of FOUR Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Student has to attempt any ONE question from each Sub-section.

SECTION-A

1. Write Briefly :

   a) What is self service technology?

   b) What is physical evidence?

   c) What is service innovation?

   d) What is Outline service triangle?

   e) What is internal marketing?

   f) What is service recovery?

   g) What is Gap 5?

   h) Outline ethical aspects of services marketing?

   i) What are facilitating services?

   j) Why pricing of services is so difficult?

SECTION-B

UNIT-I

2. Discuss the unique characteristics of services and also highlight the problems and challenges that each characteristic brings with it.

3. Discuss in detail the 8 P's of marketing of services.

UNIT-II

4. What is customer expectation of services? Explain the factors which influence the expectations of customers in services?

5. What is customer defined service standard? What is the role of customer defined standards in closing the customer satisfaction/dissatisfaction Gap?

UNIT-III

6. Why is do difficult to match demand and supply in context of services? W can a company adopt to facilitate optimum level of demand and capacity?

7. Explain the pricing strategies applicable for services with suitable example

UNIT-IV

8. Discuss what are boundary spanners? How do these employees help in delivering services satisfactorily? What strategies can be adopted to help these employees' delivery services optimally to the customers?

9. Discuss in detail the gap model.

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Roll No. [ ]

Total No. of Questions : 09

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BBA (Sem.–6)

RETAILING AND LOGISTICS MANAGEMENT

Subject Code : BBA-612-18

M.Code : 79350

Date of Examination : 30-05-2023

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTIONS-B consists of FOUR Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Student has to attempt any ONE question from each Sub-section.

SECTION-A

1. Answer Briefly :

a) E-tailing

b) Reverse logistics

c) Supply chain optimization

d) Department stores

e) Extensive decision-making

f) Reference groups

g) Target Marketing

h) Estimating demand

i) Competitive advantage

j) Customer loyalty

SECTION-B

UNIT-I

2. Retailing is an important sector of the economy. Discuss the economic significance of retailing in detail and explain how it contributes to the growth of the economy.

3. The changing scenario of retail has brought about a shift in customer buying behavior. Discuss the social factors that influence buying decisions in retailing and explain how retailers can adapt their strategies to cater to these factors.

UNIT-II

4. Retail strategy is crucial for the success of any retail business. Discuss the components of a retail strategy and explain how retailers can use it to gain a competitive advantage in the market?

5. Human resource management is an important aspect of retailing that can lead to a competitive advantage. Discuss the role of HRM in gaining a competitive advantage in retailing, and explain how retailers can design an effective retail organization structure and motivate retail employees?

UNIT-III

6. Merchandise management is a critical function in retailing. Discuss the planning and buying processes for merchandise management, and explain how retailers can use them to ensure optimal inventory levels and profitability?

7. Store management is crucial for the success of any retail business. Discuss the key elements of store management, including store layout, design, and visual merchandising, and explain how retailers can use these elements to create a positive shopping experience and attract customers to their stores?

UNIT-IV

8. Logistics plays a crucial role in the economy of a country. Discuss the role of logistics in the economy and explain. How logistics management can contribute to economic growth and development.

9. Supply chain and logistics management face various challenges in the current business environment. Discuss the challenges faced by supply chain and logistics management, and explain how these challenges can be overcome to achieve optimal performance?

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Total No. of Questions : 09

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BBA (Sem.–6)

CROSS CULTURAL HUMAN RESOURCE MANAGEMENT

Subject Code : BBA-632

M.Code. : 79354

Date of Examination : 27-05-2023

Time : 3 Hrs. Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.**
2. **SECTIONS-B consists of FOUR Sub-sections : Units-I, II, III & IV.**
3. **Each Sub-section contains TWO questions each, carrying TEN marks each.**
4. **Student has to attempt any ONE question from each Sub-section.**

SECTION-A

1. Write briefly :

a) Dimensions of culture

b) Strategic decision making

c) Cultural adaptation

d) Economic culture

e) Staffing of global personnel

f) Cross cultural leadership

g) Cross cultural conflict

h) Knowledge transfer

i) Cultural ethics

j) Globe model for comparing cross culture.

SECTION-B

UNIT-I

2. Define Cross Cultural Management and its significance. Also explain the impact of cross culture on Organisation.

3. Write detailed note on :

   a) Influence of National culture on Organisational Culture.

   b) Influence of economic factors and foreign intervention on shift in local culture.

UNIT-II

4. What are the various cultural and behavioral differences in different countries?

5. Explain in detail the Hofstede and Edward T Hall Study model for comparing culture.

UNIT-III

6. Define training for Global operations. Also explain the various methods for training the personnel of Global operations.

7. What do you mean by Cross Cultural Decision Making? Explain the process of Cross Cultural Decision Making.

UNIT-IV

8. What are the various emerging models of strategic management in international context?

9. Write note on the followings :

   a) International strategic alliance

   b) Transfer of Managerial know-how.

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Roll No.

Total No. of Questions : 09

Total No. of Pages : 02

BBA (Sem.–6)

PERSONAL FINANCIAL PLANNING

Subject Code : BBA-621-18

M.Code : 79351

Date of Examination : 22-05-2023

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTIONS-B consists of FOUR Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Student has to attempt any ONE question from each Sub-section.

SECTION-A

1. **Write short notes on the following :**

a) Financial Security.

b) Tax Evasion.

c) Credit score.

d) Savings and Investment.

e) What is bond?

f) Equity Share Capital.

g) Estate Planning.

h) Cash inflows.

i) Managing life risk through insurance.

j) Personal Financial Planning.

SECTION-B

UNIT-I

2. Explain in detail the Time Value of Money. How it calculated? Calculate the present value of the following Cash Flows assuming a discount rate of 10 percent.

Year	Cash Inflows (Rs.)
1	5,000
2	10,000
3	10,000
4	3,000
5	2,000

Present value of Rs. 1 is 0.909, 0.826, 0.751, 0.683, and 0.621 for the years 1, 2, 3, 4 and 5.

3. What are the different methods used for the analysis and interpretations of financial statements?

UNIT-II

4. What do you mean by Insurance? Explain the features and principles of Insurance in detail.

5. What is risk and management of risk? Explain the relationship of Risk and Return.

UNIT-III

6. What do you mean by fundamentals of Investment. Also elaborate the rules of investment.

7. What do you mean by Personal Tax Planning? Explain the objectives and methods of Personal Tax Planning.

UNIT-IV

8. Explain in detail the various basic retirement plans available for a person.

9. What do you mean by Personal Financial Planning? Also explain the various ethical considerations in Personal Financial Planning.

NOTE : Disclosure of Identity by writing Mobile No. or Marking of passing request on any paper of Answer Sheet will lead to UMC against the Student.

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Total No. of Questions : 09

Total No. of Pages : 02

BBA (Sem–6)
STRATEGY MANAGEMENT
Subject Code : BBA-601-18

M.Code : 79347

Date of Examination : 20-05-2023

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTIONS-B consists of FOUR Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Student has to attempt any ONE question from each Sub-section.

SECTION-A

I. **Answer briefly :**

a) What is strategic management?

b) Outline some of the traditional approaches to strategy.

c) Outline functional level strategies.

d) What is PEST analysis?

e) What is competitive advantage? How can it be gained?

f) What is Hofer's Product-Market Evolution Matrix?

g) Outline strategy structure and conduct.

h) What is strategic evaluation?

i) What is operational control?

J) What is a core competence?

SECTION-B

UNIT-I

2. Discuss interdisciplinary nature of strategic management? What is the contribution of these disciplines to the process of strategic management?

3. **Differentiate between following :**

   a) Vision and mission statement

   b) Business level and corporate level strategies.

UNIT-II

4. Discuss in detail the assumptions of resource-based view. How is the competitor analysis affected if Industrial Organization model is used?

5. What is a perfect industry to enter as per porters 5 forces model? What are the strategies it states a company can adopt if any of the forces is unfavourable?

UNIT-III

6. Explain BCG growth share matrix and GE Nine cell matrix for portfolio analysis of organizations? Also explain the differences between them?

7. Write short notes on following :

   a) Balance scorecard

   b) Types of diversification strategy.

UNIT-IV

8. Discuss the process of strategy implementation? What are the elements of supportive culture which help in strategic implementation?

9. Discuss the strategic control process. What are different types of controls? Give examples.

NOTE : Disclosure of Identity by writing Mobile No. or Marking of passing request on any paper of Answer Sheet will lead to UMC against the Student.

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Total No. of Questions : 09

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BBA (Sem.–6)

COMPANY LAW

Subject Code : BBA-602-18

M.Code : 79348

Date of Examination : 18-05-2023

Time : 3 Hrs. Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTIONS-B consists of FOUR Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Student has to attempt any ONE question from each Sub-section.

SECTION-A

1. **Write a short note on the following:**

   a. Explain the concept of perpetual succession.

   b. Who is a promoter?

   c. Describe in brief the features of LLP.

   d. What is meant by articles of association?

   e. What is doctrine of indoor management?

   f. What is the importance of share certificate?

   g. What is meant by forfeiture of shares?

   h. What is the role of proxy in general meeting?

   i. What are the powers of NCLT in company law?

   j. What are books of accounts according to Companies Act 2013?

SECTION-B

UNIT-I

2. Discuss the features of a company. Distinguish between 'Private Company' and 'Public Company'.

3. What is meant by formation of a company? Describe the procedure relating to the formation of companies under the Companies Act 2013.

UNIT-II

4. What do you understand by memorandum of association? Explain the content and procedure for alteration of a memorandum of association.

5. What is Prospectus? Discuss the statutory requirements in relation to prospectus.

UNIT-III

6. When can a. company lawfully borrow money? What are the restrictions on borrowing powers of a company?

7. What is the importance of meetings in a company? Discuss the various kinds of meetings that can be held by a company.

UNIT-IV

8. What do you understand by the winding up of a company? What are the various modes of winding up?

9. **Write short notes on the following :**

   a. National Company Law Tribunal (NCLT)

   b. Provisions relating to audit.

NOTE : Disclosure of Identity by writing Mobile No. or Marking of passing request on any paper of Answer Sheet will lead to UMC against the Student.

Roll No. ______________ Total No. of Pages : 02

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BBA (Sem.–6)

DIRECT AND INDIRECT TAX LAWS

Subject Code : BBA622-18

M.Code : 79352

Date of Examination : 16-05-2023

Time : 3 Hrs. Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B consists of FOUR Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Student has to attempt any ONE question from each Sub-section.

SECTION-A

1. **Write briefly :**

a) Meaning and concept of income

b) Asessee

c) Assessment year

d) Agriculture Income

e) Deduction of tax at source

f) Section 56(1) of income tax act

g) Advance payment of tax

h) GST council

i) Structure of GST

j) Five heads of income under income tax act.

SECTION-B

UNIT-I

2. Explain basis of charge. How would you determine the residential status of an assesee? What is meaning of assessment year and previous year? Exceptions when income is chargeable in previous year.

3. What is annual value in house property? How it is computed?

UNIT-II

4. What are various provisions given under section 30-36 under business gains and profession?

5. Explain & Differentiate Revenue Receipt and Capital Receipt.

UNIT-III

6. What do you mean by best judgment assessment? Explain.

7. Explain set off and carry forward of losses.

UNIT-IV

8. Briefly explain the implementation and reasons for GST introduction.

9. What is the registration procedure under GST?

NOTE : Disclosure of Identity by writing Mobile No. or Marking of passing request on any paper of Answer Sheet will lead to UMC against the Student.